

## Strategic Planning Committee

Meeting 8/7/18

Members Present: John Catlett, Patti Coyle, Kitty Stalsburg, Sarah Canning, Amy Tripson  
with Vicki Newton and Gregory Varga by phone

Introduction – Sarah

Review of activities to date including first two meetings of committee. Meetings have become more focused as they have progressed.

Strategic Perspective - Kitty

Reported to the committee that the Board recognized that while carrying the endowment phase and committee work that the strategic planning was not urgent in timing and should be focused more on specific internal areas and on sustainability as industry trend has not dramatically changed. Areas that were identified as strategic planning goals are:

- \*Volunteer Management
- \* Program Initiative
- \* Collaborative Opportunities

Discussions that followed:

Volunteer management should be key priority as the volunteer participation at HH is key to its day to day operation and the equivalent dollar value is huge.

Timing of strategic plan 3 or 5 year plan with the acknowledgement that shifts may be made to respond to demographic trends and requirements

Review of survey frequency including Participant Survey, Board Surveys, Feasibility studies of Donors and Appreciation Inquiry

Trends to address; Non-profit opportunities, Collaborative Opportunities and Volunteer Trends

Focus should be on self-sustaining improvement with significant focus on Mission values

New logo well received

Collaboration discussion key to increased competition for donor dollar, with new tax law consideration. Discussion of smaller programs, ie; Ray of Light, even though not accredited considered by community as viable option. Example, Harkness Camp.

Kitty brought up Program Evaluation programs and discussion followed about disability trend having evolved from physical to psychological. Kitty felt that Program Committee could be charged with demographic study.

Amy was asked to describe her far reaching background and global perspective as it relates to High Hopes. Amy emphasized the importance of volunteer appreciation and the need to allocate resources into that area in order to attract, maintain and manage volunteers.

John continued the discussion by suggesting that we study other non-profit volunteer opportunities and examine what we can further offer HH volunteers, ie; Mystic Seaport and hospitals.

Amy suggested we research volunteer coordinator that can track #s (maybe volunteer?)

Suggestion made to survey volunteers who are no longer active to get sense of why they have dropped their hours.

Conclusion review

- Create Volunteer Work Group (Strategic Committee Volunteer Task Force)
  - Tracking metrics via Sales Force
  - Optimization of Volunteer Activity
  - Re-Evaluate training and education offering
  - How to meet current trend in volunteer industry
- Program Initiative (Program Committee)
  - Prioritization of training needs to HH
  - Research trends and demographics
  - Review other Therapeutic Riding Facilities
- Collaborative Opportunities (Strategic Committee Task Force)
  - Other non-profits
  - Community Groups
  - Sponsorships

Next Steps:

Next meeting to be held on Tuesday September 18<sup>th</sup> at 10am to create formalized suggestions to be presented to board at September 26 Board Meeting

Form work groups in the fall with further reporting to the Board in January.